

Price here a Mercantile Triumph Every Demonstration of the Great Buying Power of This Organization—Every Lot Offered of the True Sort—Every Item of the Natural Result of Daily Under-

SPECIAL SALE OF LADIES' Suits, Coats, Waists, Skirts.

NEVER HAVE HIGH GRADE GARMENTS BEEN SOLD AT SUCH LOW PRICES. It is a revelation to the people. It shows what can be accomplished by the great power of spot cash and a determination to outdo all.

WE BOUGHT THE ENTIRE STOCK OF A MANUFACTURER (whose name we are not at liberty to mention) who is acknowledged and conceded to be America's foremost maker of Ladies' Suits, Skirts, Waists, etc.

Every garment in this magnificent assortment was made for this spring and summer trade. Every Suit, every Coat, every Cape, every Skirt in this tremendous purchase is made in a careful and conscientious manner that characterizes the creations of this well-known house.

Every fashionable fabric is here, every needed size, every prevailing style, and AT PRICES WITHOUT A PARALLEL IN THE HISTORY OF MODERN MERCHANDISE.

TAILOR-MADE SUITS.

All of his highest grade of Fine Tailor-Made Suits, consisting of the best materials, and made in the best styles, in reefer and blazer styles, made to sell at \$30, \$32, and \$35, at a choice of \$27.50.

All of his Fine Mid-Chest Suits, in Black and Blue Serge, made to sell at \$25, at a choice of \$22.50.

All of his Plain Cloth and Fancy Suits, in Black and Blue Serge, made to sell at \$20, at a choice of \$18.

Checked and Striped Suits, made to sell at \$15, at a choice of \$13.

LADIES' BICYCLE SUITS. New Linen Suits, made in reefer style, with perfect fitting jackets and full skirts, made to sell at \$25, at a choice of \$22.50.

BICYCLE SUITS. Mixed Gilt and Blue Suits, with perfect fitting jackets and leggings, made to sell at \$25, at a choice of \$22.50.

ALL-WOOL TAILOR-MADE SUITS, both in reefer and blazer styles, made to sell at \$30, at a choice of \$27.50.

Separate Blouses, made to sell at \$5, at a choice of \$4.50.

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High Class Goods at Special Prices.

Large cash purchases at less than cost of production, together with our determination to further demonstrate that we are the Greatest Popular Price House in this city, give our patrons the opportunity to buy new, desirable merchandise (at a time when the whole season for wearing them is still before you) at prices positively lower than ever known before. To buy now and at this sale is to save, in many instances, FORTY TO FIFTY PER CENT.

There was a wide field open to the first enterprising merchant who would take advantage of the great opportunity that occurred when the great eastern factory closed its doors for the season. It was our duty to open a shoe department and take advantage of these special sales and bring to Richmond for the first time the best of all grades of shoes to be retailed for from 25c. to 1.00 a pair less than they could be in the usual way of doing business. Such demonstrations as we have made ever since the past year have created one of the largest shoe businesses of this town right here amidst all of these dry goods, and from the lot to be offered at this sale there will be no better opportunity for you to commence saving on your shoe bills.

One lot of Ladies' Double Kid Oxford, Black, for 40c. each.

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RED-SPREADS. Crochet Bed-Spreads, full size, Marcelline patterns, 12c. each.

8c. Hemmed Crochet Spreads, extra size, 12c. each.

12c. Hemmed Crochet Spreads, extra size, 12c. each.

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EMBROIDERIES, LACES, NETS. Attempts to imitate MEYER'S EMBROIDERY SALES amount to nothing but newspaper talk.

Visitors to our store's not a look in these parts that matches by half the one being sold out here. Read on or what is to be sold, and come in person or order samples.

All-Over Embroidered Chiffon—Purple on White, Pink, Black on White, 2c. a yard.

Torcher Laces, a good imitation of real lace, 2 1/2 inches wide, for 1-1/2c.

Real Linen Hand-Made Torchon Lace for 7c, value 11-1/2c.

Black and White Cambric Edges, from 1 to 3 inches wide, worth 1c, for 1c.

1000 Yards of White Valenciennes Laces for 5c, yard.

Hundreds of yards of Red, Blue, Lilac, Yellow, and Black Embroideries for 1c, yard.

3-inch Cream Oriental Lace, sleeve width, 5c.

White and Butter Valenciennes Lace, in all widths, 2c. a yard.

3-inch All-Silk Black Chantilly Lace for 10c.

20 Yards of 10-inch Open-Work Cambric-Edge, the usual 35c. kind, for 12 1/2c.

Wide, Narrow, and Medium Swiss and Cambric Embroideries, showy patterns, 1c. a yard.

Cambric Embroidery, fast edge and open pattern, value 1-1/2c, for 1c.

2-inch Swiss Inserting, the 3-1/2c. ones, for 2c.

Cambric and Swiss Embroidery, showing patterns, 1c. a yard.

1-inch Open-Work Cambric Embroidery, the kind that sells for 1c, for 1c.

Notwithstanding the extraordinarily low prices at which

CORSETS have been selling, we have for this week's sale every size of every Corset in the market at the following prices:

Extra-Large 6-Hook Satin Finish Corsets, heavily lined, two wide side steels, real value 75c, in this sale 50c.

Extra-Large R. & G. Corsets, White and Black, real value 75c, in this sale 50c.

Large Waist Lined Bateau W. B. Corsets, soft and easy wearing, excellent for summer, a true \$1.50 value, for 1c.

6-Hook P. N. Corsets, cork steel protector, regular \$1.25 value, for 1c.

All of our 5c. Long-Waist Jeans Corsets, 12-12, 12-14, 12-16, 12-18, 12-20, 12-22, 12-24, 12-26, 12-28, 12-30, 12-32, 12-34, 12-36, 12-38, 12-40, 12-42, 12-44, 12-46, 12-48, 12-50, 12-52, 12-54, 12-56, 12-58, 12-60, 12-62, 12-64, 12-66, 12-68, 12-70, 12-72, 12-74, 12-76, 12-78, 12-80, 12-82, 12-84, 12-86, 12-88, 12-90, 12-92, 12-94, 12-96, 12-98, 12-100.

No. 23 Misses' Pettis Corsets, that sold for 50c, for 25c. each.

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BOYS' AND CHILDREN'S CLOTHING

Every garment in this advertisement an extraordinary bargain—a strong demonstration of the great power of spot cash in the clothing world. Last week we closed out for cash

800 Boys' Suits and Trousers and 300 FANCY SUITS at a great reduction from regular prices. The following items are but a faint indication of what await you in this great sale. Early comers are the surest savers.

200 Boys' Wool Double-Breasted Dark Gray Suits, 4 to 14 years, made of woven cloth, collar guaranteed, 75c.

400 Double-Breasted Blue and Black Cheviots, Pin Checks, and Plaided All-Wool Summer-Weight Boys' Suits, 16 years, made of the best quality sailor collar, 2c and 2 1/2c values, for 1 1/2c and 1 3/4c.

600 pairs Boys' Corduroy Pants, patent waistband, tape seams, 4 to 15 years, sold everywhere at 75c and 81c, our price 50c and 75c.

800 pairs Boys' Striped Galatea Wash Pants, 3 to 14 years, 10c.

750 pairs Boys' Vests, 4 to 14 years, 10c.

500 pairs Boys' Dark Fancy Cheviot Shirts, 4 to 14 years, 10c.

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